



The Summit Park Vision

The Summit Park Vision

“The park, the crown jewel of the exceptional projects funded by the passage of Issue 15 in 2006, will evolve over the next decade. As construction proceeds, the journey will be as exciting as the destination.”

– Mark Weber, Mayor



The Blue Ash Plan for Summit Park

Our plans for Summit Park are straightforward; in fact, this community's vision is already taking shape.

The City of Blue Ash wanted a remarkable public space. One that will become a regional treasure and provide opportunities for young and old 365 days a year with a focus on community, education, health and wellness, the environment and entertainment. The 130-acre Summit Park will achieve this vision. Summit Park will promote our community's healthy lifestyle and tradition of celebrating together. This first-class park and its dramatic yet functional facilities will provide outstanding amenities for residents and businesses in and around the City of Blue Ash.

We are answering the call of our community today and developing a park that will be sustainable for generations to come.

Where We've Been





Who We Are Today

The City of Blue Ash ...

- is a regional leading community with a historically progressive administration.
- is ranked as one of the "Top 50 places to live" by *50 Fabulous Places to Raise Your Family*.
- has a nationally recognized Recreation Center. – *Recreation Management Publication*
- has a golf course which is consistently ranked as one of the top 50 public courses in America by *Golf Digest*.
- developed the Cooper Creek Event Center which was awarded "Best Place to Have A Wedding" (*Cincy Magazine*) and "Best of the Knot; Wedding Venue" (*The Knot*).
- currently obtains 14 million media impressions each year for their impressive events and programming.

2nd
LARGEST
OFFICE
District
in Greater Cincinnati

69.1
% white collar
employees

440,100
Employees

Average
Home Value
\$212,600

28,580
BUSINESSES



270k
HOUSEHOLDS

AVERAGE
\$86K
HOUSEHOLD
INCOME

42.5 %
CONSUMER
RETAIL expenditures

107
Company
Headquarters

634,
652' PEOPLE

median
AGE 38.4

Source: Info USA, Info Group, Scan/US 2012 Estimates



With all seasons in mind, our philosophy is that Summit Park will flourish 365 days a year. With interactive fountains, the observation tower, hiking trails, picnic groves, playgrounds and a dog park, there will be opportunities for the community to enjoy activities throughout the long days of summer. As the seasons change, the permanent ice-skating rink, festive winter lighting displays, a sledding hill and a community center will ensure year-round usage of Summit Park.

Events in the City of Blue Ash continue to join the community together. In addition, the park will host events such as 5k/10k charitable run/walks and major events such as *Taste of Blue Ash* and the region's largest 4th of July celebration, *Red, White and Blue Ash*.

What to Expect



Programming within the park is a priority. From fitness programs and sports leagues on the great lawn to education and summer camp opportunities for children ... there will be something for everyone. Summit Park will serve as center stage to a multi-seasonal schedule including national and regional entertainment appearances, weekly movie nights and outdoor viewings of national television programming for major events such as the Super Bowl, NCAA Tournament and Local Pro Team Playoff Games.

Additionally, Summit Park will include opportunities for other corporate rentals, outdoor trade shows and weekly farmers markets.

“This is an exciting time for the City of Blue Ash. I hope that those viewing this project from the outside in can feel the energy and desire coming from the community. Summit Park will bring us together in a way we have yet to encounter, and we look forward to the region experiencing what we have planned and envisioned for them.”

– David Waltz, City Manager





Whether it is naming rights or legacy gifts, opportunities are plentiful at Summit Park and available to meet your needs. The brilliance that will be developed on 130 acres of Blue Ash land will blossom before your eyes into Summit Park and provide unique and distinctive opportunities for enjoyment by those who come from miles around.

With your support and partnership, the City of Blue Ash is committed to developing Summit Park as a sustainable and enjoyable experience for generations to come. You'll be proud to be a part of Summit Park.

Why Invest in Summit Park?

Our hope and goal are to build mutually beneficial relationships with businesses, organizations and individuals who share the vision for Summit Park. For those interested in investing in Summit Park, the City of Blue Ash agrees to offer the highest degree of exposure available for your level of investment. Together we can help continue to grow the community and build this region's premiere destination.

For businesses looking for naming rights opportunities, Summit Park will deliver reach, frequency, value and a promise to develop a program that fits your needs. All programs will assist you in:

- Corporate Communications (marketing, advertising, public relations, etc.)
 - *Increasing public awareness of your company and your products or services*
 - *Enhancing your company's image*
 - *Marketing and cause marketing*
 - *Positively influencing the public's perception of your company*
- Employee Relations
- Talent Recruitment
- Customer Relations (building trade relations and good will)
- Entertainment (including corporate hospitality)
- Strategic Positioning (including possible exclusivity)



Park Assets & Features

- 1 Summit Park
- 2 Observation Tower & Performance Stage
- 3 Great Lawn
- 4 The Commons & Glass Canopy
- 5 Summit Park Community Center
- 6 The Commons Water Feature & Sculpture
- 7 Woodland Nature Preserve
- 8 Restaurant Pavilion
- 9 Observation Tower LED Screen
- 10 Great Lawn Promenade
- 11 Northeast Market Pavilion & Wine Garden
- 12 Contemporary Playground
- 13 Adventure Playground
- 14 Nature Playscape
- 15 Skate Park
- 16 Sledding Hill
- 17 Rain Harvesting Lake
- 18 Rain Harvesting Water Feature
- 19 Dog Park (large)
- 20 Dog Park (small)
- 21 Skating Rink
- 22 Stream Corridor
- 23 Summit Park Trail (5k)
- 24 Various Picnic Areas





Partnership Opportunities



1 Summit Park \$15,000,000
Summit Park is a 130-acre regional park in the heart of Blue Ash with active programming, passive learning and year-round experiences in one of the region's most beautiful settings.

2 Observation Tower & Performance Stage \$5,000,000
Summit Park's iconic element, the 102-foot high observation tower and performance stage on the western edge of the park's Great Lawn, will be in view for every park visitor and nearly all who live and work in Blue Ash.

3 Great Lawn \$2,500,000
Hundreds of thousands of visitors will descend upon this "green beach" for leisure, play and entertainment throughout the year.

4 The Commons & Glass Canopy \$2,500,000
Summit Park's "front door" will feature a dramatic and beautiful glass canopy, open space for scheduled events, a skating rink, natural seating areas and a stunning water feature with engaging artistic elements.

5 Summit Park Community Center \$1,500,000
This all-purpose, 8,200 square-foot space adjacent to and south of The Commons will be used for group activities, corporate meetings, celebrations, parties and more.

6 The Commons Water Feature & Sculpture \$1,000,000
"Meet me at the Commons Fountain," will be a familiar refrain for all who gather at Summit Park to relax, be entertained, be educated or just be themselves. This distinctive, beautiful and interactive feature will attract and welcome both young and old.

Additional features and assets for naming rights will be added as they become available.







1

Summit Park





1

Summit Park

Summit Park is located on 130 acres of land between Glendale-Milford and Plainfield roads at one of the highest points in Hamilton County. The park will include three distinct areas: a commons area, active and adventure play area and frontier/natural area.

By including an observation tower, performance stage and great lawn, the park will be the perfect host for all major events and festivals in the City of Blue Ash. Other elements in Summit Park include a community center, restaurant pavilion, market and wine garden, playgrounds, picnic areas, a sledding hill, rain harvesting lake, walking trails and more.

Young and old, from near and far, January to December will come together in the new Blue Ash

“living room” increasing economic vitality and continuing the Blue Ash balance of 1/3 residential, 1/3 commercial and 1/3 greenspace as desired by our residents. The park will be open daily from dawn until dusk and host occasional special events and concerts after dark.

Blue Ash is willing to develop just the right comprehensive naming right opportunity for the right investor seeking to associate their product, service or legacy to community, education, the environment, health and wellness and entertainment ... to excellence.

The estimated value of this asset for the right partner is \$15,000,000.





2

Observation Tower & Performance Stage



2

Observation Tower & Performance Stage

The park's Observation Tower and Performance Stage will be the undeniable centerpiece for events and entertainment occurring in Summit Park. Located at one of the region's highest point, the 102' iconic tower will provide a breathtaking view from the top. Sitting just below the Observation Tower is the Performance Stage, host to entertainment activities for all major Blue Ash events and the focal point for those enjoying the Great Lawn.

With prime space for brand recognition, the Observation Tower and Performance Stage will be in view for nearly every individual who visits the park throughout the year.

The estimated value of this asset for the right partner is \$5,000,000.







3

Great Lawn





3

Great Lawn

The Great Lawn is the place for those looking to bathe in the sun, spread out for a picnic or just toss a Frisbee. This “green beach” sprawls more than the length and width of a football field and is not only a place of leisure but will also be the new location of *Red, White & Blue Ash* and *Taste of Blue Ash* which draws more than 200,000 people each year. In addition, hundreds of thousands of visitors will use the Great Lawn in Summit Park year-round. For those hoping to enjoy a concert at Summit Park on the Performance Stage, they will tell their friends to meet them on the Great Lawn for the best seats.

The estimated value of this asset for the right partner is \$2,500,000.





4

The Commons & Glass Canopy



4

The Commons & Glass Canopy

The Commons is the virtual Summit Park front door. All visitors who pass through the main entrance of Summit Park will arrive at The Commons. Covered by a stunning glass canopy and hosting a majestic water feature, this space will also boast panoramic views onto the great lawn. As the gateway into the park for everyday activities, this multi-functional space will be the primary gathering location for events, programming and seasonal activities ranging from art shows, charity events, live music, outdoor movies and winter ice skating. This asset sits between the Summit Park Community Center (which includes public restrooms) and the Summit Park Restaurant Pavilion.

The estimated value of this asset for the right partner is \$2,500,000.







5

Summit Park Community Center





5

Summit Park Community Center

This public facility sits to the south of The Commons as you enter the main entrance of Summit Park. The Summit Park Community Center will be utilized by and for members of the Blue Ash community and others seeking to entertain, inform or celebrate together. From group activities to social gatherings, this 8,200 square foot all-purpose space will also contain a small restaurant or deli, cafeteria-like space to eat or gather indoors and public restrooms for the park.

The estimated value of this asset for the right partner is \$1,500,000.





6

The Commons Water Feature & Sculpture



6

The Commons Water Feature & Sculpture

“Meet me at the Commons Fountain,” will be a familiar refrain for all who gather at Summit Park to relax, be entertained, be educated or just be themselves. This distinctive, beautiful and interactive feature will attract and welcome both young and old.

The City of Blue Ash is open to commissioning this project.

The estimated value of this asset for the right partner is \$1,000,000.







The City of Blue Ash has seen much success in corporate and community partnerships. From event sponsorships to donations made to support the building of the Blue Ash Recreational Center and Cooper Creek at the Blue Ash Golf Course, we continually make our partners proud.

We encourage you to become a part of the extraordinary vision: Summit Park. We ask that you partner with us so that we can maintain the high level of quality the businesses and residents of Blue Ash and our region have come to expect.

In Appreciation for your Support

The staff of the City of Blue Ash is looking forward to meeting with you about ways in which you would like to contribute. Not only will we customize a package that fits your needs, but you will find peace of mind that you have made an investment that will be leaving a lasting impression for generations to come. All contributions are tax-deductible and can be made as cash, check or credit card in one sum or installments over an agreed upon length of time.





For more information on becoming a partner
of Blue Ash Summit Park, contact Brian Kruse
at bkruse@blueash.com or (513) 745-8570.

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